

Rep Order#	6865719	Ver#	1	Status	New	Traffic Order#		Printed:	10/22/2012 8:29 AM	1 of 10
EC'd	Yes							Last Received:	10/19/2012 2:40 PM	
								Showing Buylines:	All Lines	

Printed: 10/22/2012 8:29 AM
Last Received: 10/19/2012 2:40 PM
Showing Buylines: All Lines

Traffic Order#

Status New

Ver# 1

6865719

Rep Order# EC'd Yes

Station	WAVY-TV NORFOLK, VA.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() .AMERICAN CROSSROADS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	American Crossroads		ALEXANDRIA, VA 22314	Salesperson	() ANJIE BRADY
Estimate#	1257				
Buyer	Noelle Ramsey	Agency C/P1/P2/E	11/27/1257	Salesperson Phone#	215-567-6005
Phone#		Flight Dates	10/24/2012 - 10/30/2012	Salesperson FAX#	215-567-5938
Fax#		Hiatus Weeks			

-- CONTRACT COMMENT --

$$S^* = S$$

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 98,150
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/24-10/24	1	1	1	\$700.00	
Rating: 4.6												
	2	TH	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/25-10/25	1	1	1	\$700.00	
Rating: 4.6												
	3	F	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
Rating: 4.6												
	4	M	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
Rating: 4.6												
	5	TU	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
Rating: 4.6												
	6	W	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 6.3												
	7	TH	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 6.3												
	8	F	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
Rating: 6.3												

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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/22/2012 8:29 AM

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () .AMERICAN CROSSROADS
Product American Crossroads

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Agency Contract	Flight Dates
10/24/2012 - 10/30/2012	

Hiatus Weeks

EXTRAORDINARY

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	-----	-----	-----	-----
Rating: 6.3	9	M	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
	10	TU	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
Rating: 6.3	11	W	7A-9A	TODAY SHW	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
	12	TH	7A-9A	TODAY SHW	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 6.7	13	F	7A-9A	TODAY SHW	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
	14	M	7A-9A	TODAY SHW	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
Rating: 6.7	15	TU	7A-9A	TODAY SHW	:30	\$2,000.00	10/30-10/30	1	1	1	\$2,000.00	
	16	W	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
Rating: 1.3	17	TH	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
	18	F	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/26-10/26	1	1	1	\$200.00	
Rating: 1.3	19	M	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
	20	TU	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	

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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/22/2012 8:29 AM

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () .AMERICAN CROSSROADS

Product American Crossroads

Estimate# 1257

Buyer Noelle Ramsey

Phone#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	TU	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
Rating: 1.3												
	21	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
Rating: 5.5												
	22	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
Rating: 4.1												
	23	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
Rating: 5.9												
	24	SU	8A-9A	SUN TODAY-NBC	:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	
Rating: 7.1												
	25	W	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 3.8												
	26	TH	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
Rating: 3.8												
	27	F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 3.8												
	28	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
Rating: 3.8												
	29	TU	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 3.8												
	30	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
Rating: 2.6												

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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/22/2012 8:29 AM

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () .AMERICAN CROSSROADS
Product American Crossroads

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	42	F	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
Rating: 2.0												
	43	M	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
Rating: 2.0												
	44	TU	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/30-10/30	1	1	1	\$300.00	
Rating: 2.0												
	45	W	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 1.4												
	46	TH	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
Rating: 1.4												
	47	F	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 1.4												
	48	M	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
Rating: 1.4												
	49	TU	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 1.4												
	50	W	2P-3P	DOCTORS<	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
Rating: 1.0												
	51	TH	2P-3P	DOCTORS<	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
Rating: 1.0												
	52	F	2P-3P	DOCTORS<	:30	\$200.00	10/26-10/26	1	1	1	\$200.00	
Rating: 1.0												

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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 10/22/2012 8:29 AM

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.

Advertiser () .AMERICAN CRO

Product American Crossroads

Estimate# 1257

Buyer Noelle Ramsey

Phone

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Agency Contract #	Flight Dates
11A271237	10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

any person ("individual")

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	-----	-----	-----	-----
	53	M	2P-3P	DOCTORS<	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
Rating: 1.0												
	54	TU	2P-3P	DOCTORS<	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
Rating: 1.0												
	55	W	3P-4P	MAURY POVICH<	:30	\$450.00	10/24-10/24	1	1	1	\$450.00	
Rating: 2.1												
	56	TH	3P-4P	MAURY POVICH<	:30	\$450.00	10/25-10/25	1	1	1	\$450.00	
Rating: 2.1												
	57	F	3P-4P	MAURY POVICH<	:30	\$450.00	10/26-10/26	1	1	1	\$450.00	
Rating: 2.1												
	58	M	3P-4P	MAURY POVICH<	:30	\$450.00	10/29-10/29	1	1	1	\$450.00	
Rating: 2.1												
	59	TU	3P-4P	MAURY POVICH<	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
Rating: 2.1												
	60	W	4P-5P	ANDERSON<	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
Rating: 2.5												
	61	TH	4P-5P	ANDERSON<	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
Rating: 2.5												
	62	F	4P-5P	ANDERSON<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 2.5												
	63	M	4P-5P	ANDERSON<	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
Rating: 2.5												

Rep Order#	6865719	Ver#	1	Status	New	Traffic Order#	10/22/2012 8:29 AM	Printed:	7 of 10
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EC'd Yes

6865719

Ver# 1

Status New

Traffic Order#

Printed:

10/22/2012 8:29 AM

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Buylines: A

ies

Station WAVY-TV NORFOLK, VA.

Advertiser ().AMERICAN CROSSROADS

Product American Crossroads

Estimate# 1257

Buwer Noelle Ramsey

Phone

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

1000

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	-----	---	---	-----	-----
	64	TU	4P-5P	ANDERSON<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 2.5												
	65	W	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
Rating: 5.0												
	66	TH	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/25-10/25	1	1	1	\$1,500.00	
Rating: 5.0												
	67	F	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
Rating: 5.0												
	68	M	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 5.0												
	69	TU	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 5.0												
	70	W	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
Rating: 5.8												
	71	TH	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/25-10/25	1	1	1	\$1,500.00	
Rating: 5.8												
	72	F	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
Rating: 5.8												
	73	M	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 5.8												
	74	TU	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 5.8												

Rep Order#	6865719	Ver#	1	Status	New	Traffic Order#	10/22/2012 8:29 AM	Printed:	8 of 10
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EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed:

Last Received: 10/19/2012 2:40 PM

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Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () .AMERICAN CROSSROADS
Product American Crossroads

Agency () CH

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/1257

Flight Dates 10/24/2012 - 10/30/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

[illegible]

Rep Order# 6865719 Ver# 1 Status New Traffic Order# Printed: 10/22/2012 8:29 AM 9 of 10

EC'd Yes Last Received: 10/19/2012 2:40 PM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMERICAN CROSSROADS
Product American Crossroads
Estimate# 1257
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1257
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	86	TU	7P-730P	ENT TONIGHT	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 4.8												
	87	W	730P-8P	INSIDER<	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
Rating: 4.3												
	88	TH	730P-8P	INSIDER<	:30	\$1,500.00	10/25-10/25	1	1	1	\$1,500.00	
Rating: 4.3												
	89	F	730P-8P	INSIDER<	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
Rating: 4.3												
	90	M	730P-8P	INSIDER<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
Rating: 4.3												
	91	TU	730P-8P	INSIDER<	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
Rating: 4.3												
	92	F	9P-10P	GRIMM-NBC	:30	\$2,500.00	10/26-10/26	1	1	1	\$2,500.00	
Rating: 4.3												
	93	F	10P-11P	DATELINE FR-NBC	:30	\$1,600.00	10/26-10/26	1	1	1	\$1,600.00	
Rating: 3.7												
	94	SU	815P-1130P	NBC SUN-FTBL<	:30	\$10,000.00	10/28-10/28	1	1	1	\$10,000.00	
Rating: 13.9												

---REPORT TOTALS---

Report Totals: 94 / \$98,150.00

---SALES MONTHLY TOTALS---

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA

Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()

Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Estimate# 1257 Agency C/P1/P2/E 11/27/1257 Salesperson Phone# 215-567-6005

Buyer Noelle Ramsey Flight Dates 10/24/2012 - 10/30/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

Oct 12: 60 / \$66,250.00 Nov 12: 34 / \$31,900.00

Sales Totals: 94 / \$98,150.00

Station Totals: 94 / \$98,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$316,613	CATV 0%	WAVY 31%	WGNT 1%	WPXV 0%	WTKR 18%
		WTVZ 0%	WVBT 3%	WVEC 47%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE